

# **WASHINGTON WINE COUNTRY VISITOR PROFILE 2000**



**Prepared for:**

Washington State Tourism,  
Office of Trade & Economic Development

Washington Wine Task Force

**Prepared by:**

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# Methodology

- During the months of July-October (2000), twelve programmable survey instruments were placed in a variety of locations in the Yakima Valley, the Tri-Cities area, and Walla Walla.
- Wineries comprised the majority of survey locations.
- A total of 19 sites were surveyed in the Wine Country region.
- One survey instrument was placed in a winery in Puget Sound.

# Methodology(cont'd)

- The primary purpose of this study was to provide a profile of visitors to the Wine Country region of Washington state.
- A total of 2,653 surveys were completed.
- Because this survey methodology involves a “self-selection” process, a rigorous editing process is applied to eliminate invalid and irregular response.



# Wine Country Demographics Summary

- Survey respondents were almost evenly split between men (52%) and women (48%)
- The greatest percentage of visitors were between the ages of 35-54
- Their average household income was \$82,025
- Almost half (49%) of visitors were couples with no children or “empty-nest”



# Wine Country

## Demographics Summary(cont'd)

- 40% of the total visitors surveyed were staying overnight in Wine Country
- The average length of these overnight stays was 3.4 nights
- Visiting a winery was the primary trip purpose for 38% of visitors surveyed
- Visiting friends and family was the primary trip purpose for 27% of visitors surveyed

# Wine Country Visitor Origin by Top State Markets

Washington	66%
Oregon	6%
California	4%
Idaho	2%
Texas	2%



# Wine Country Visitor Origin – Total Visitation

## Top Washington State County Markets

King	26%
Benton	15%
Yakima	14%
Walla Walla	7%
<b>Pierce</b>	<b>6%</b>
<b>Snohomish</b>	<b>6%</b>
Spokane	4%
Thurston	3%
Franklin	3%
Kitsap	2%
Clark	2%
All other counties	11%

Compared to their population, Pierce & Snohomish counties are significantly under-represented.

# International Visitors

Top 5 Foreign Countries Sending Visitors to Washington

Within Country (by percent of overall foreign origin)

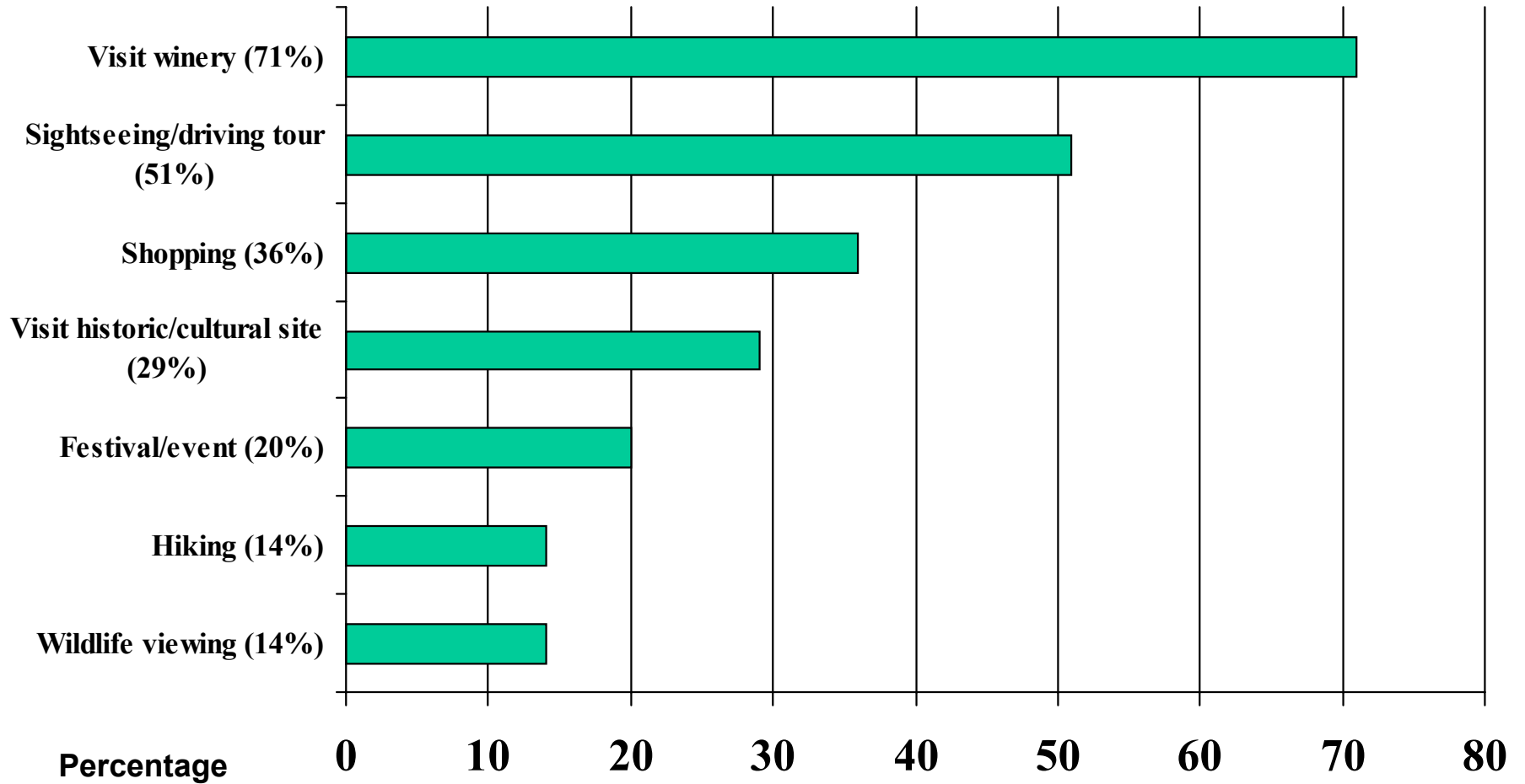
*Foreign visitation= 5% of overall visitation*

Canada	35%
United Kingdom	11%
Australia/Oceania	11%
Mexico	7%
Germany	5%

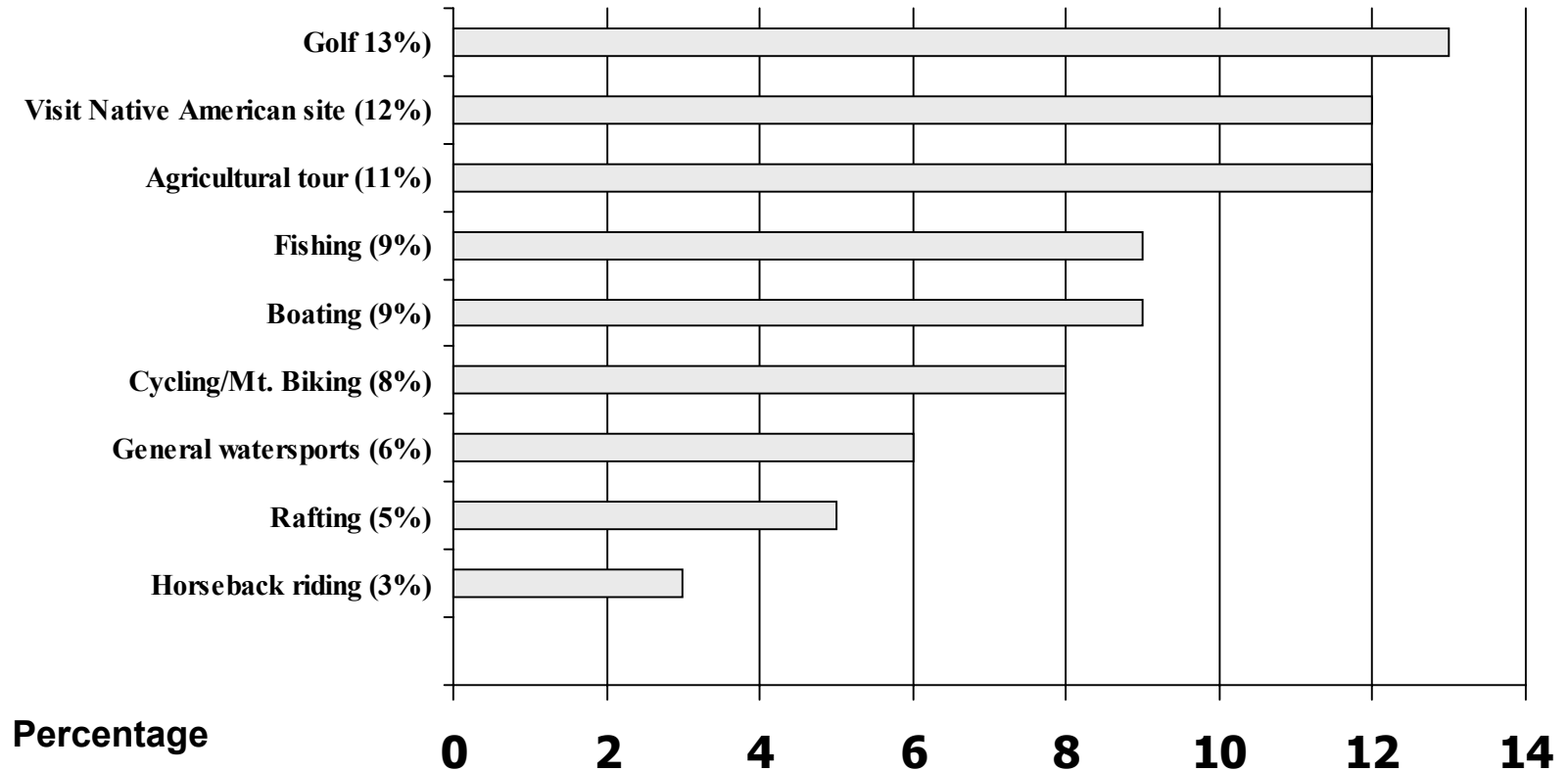




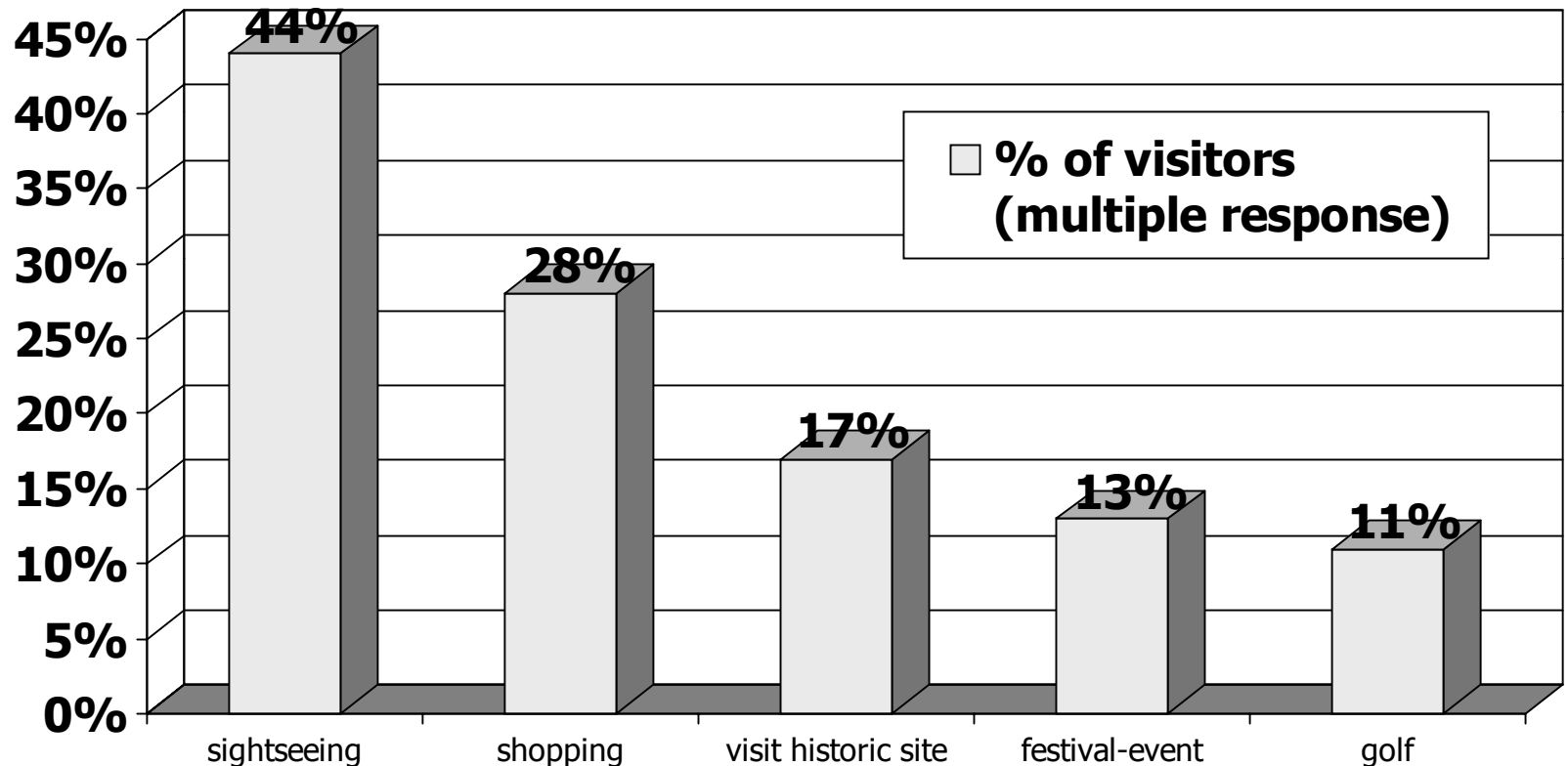
# Visitor Activities in Wine Country



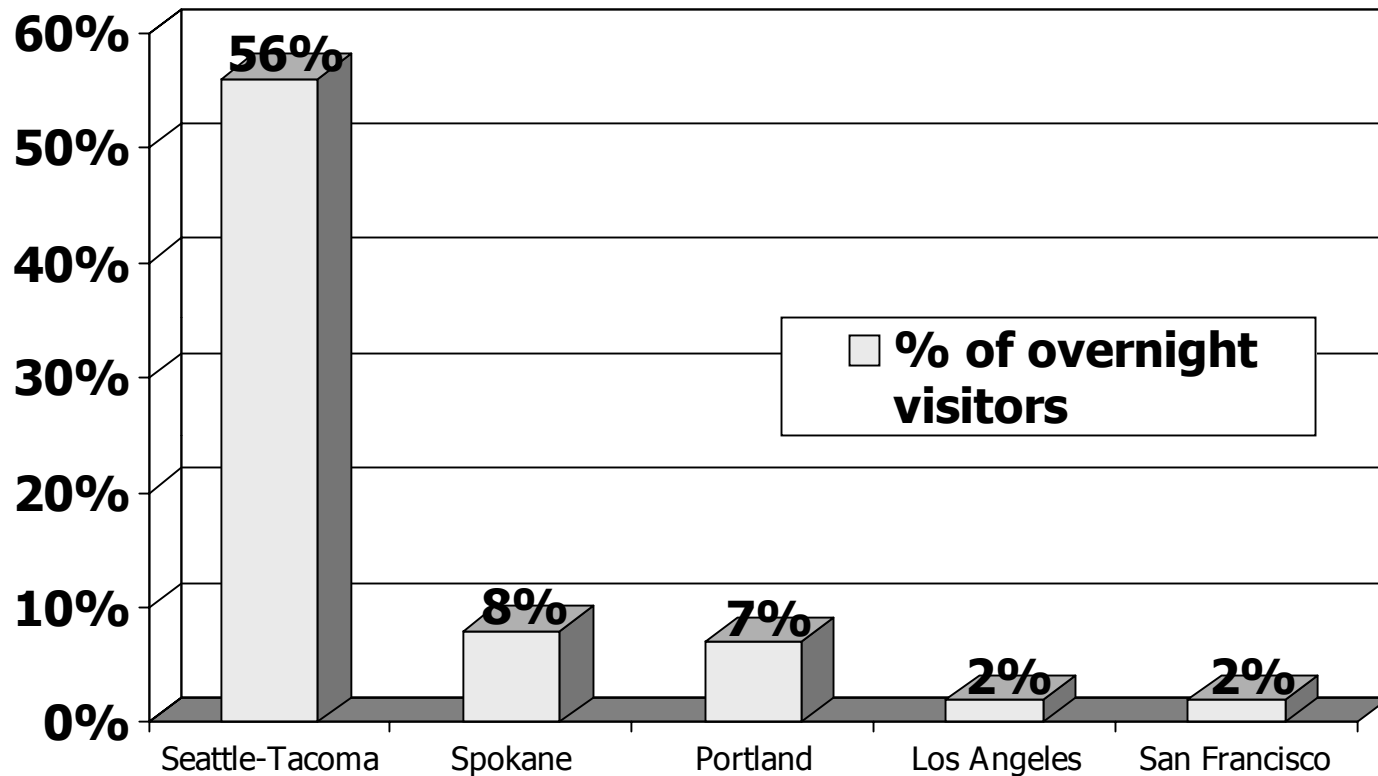
# Visitor Activities in Wine Country (Continued)



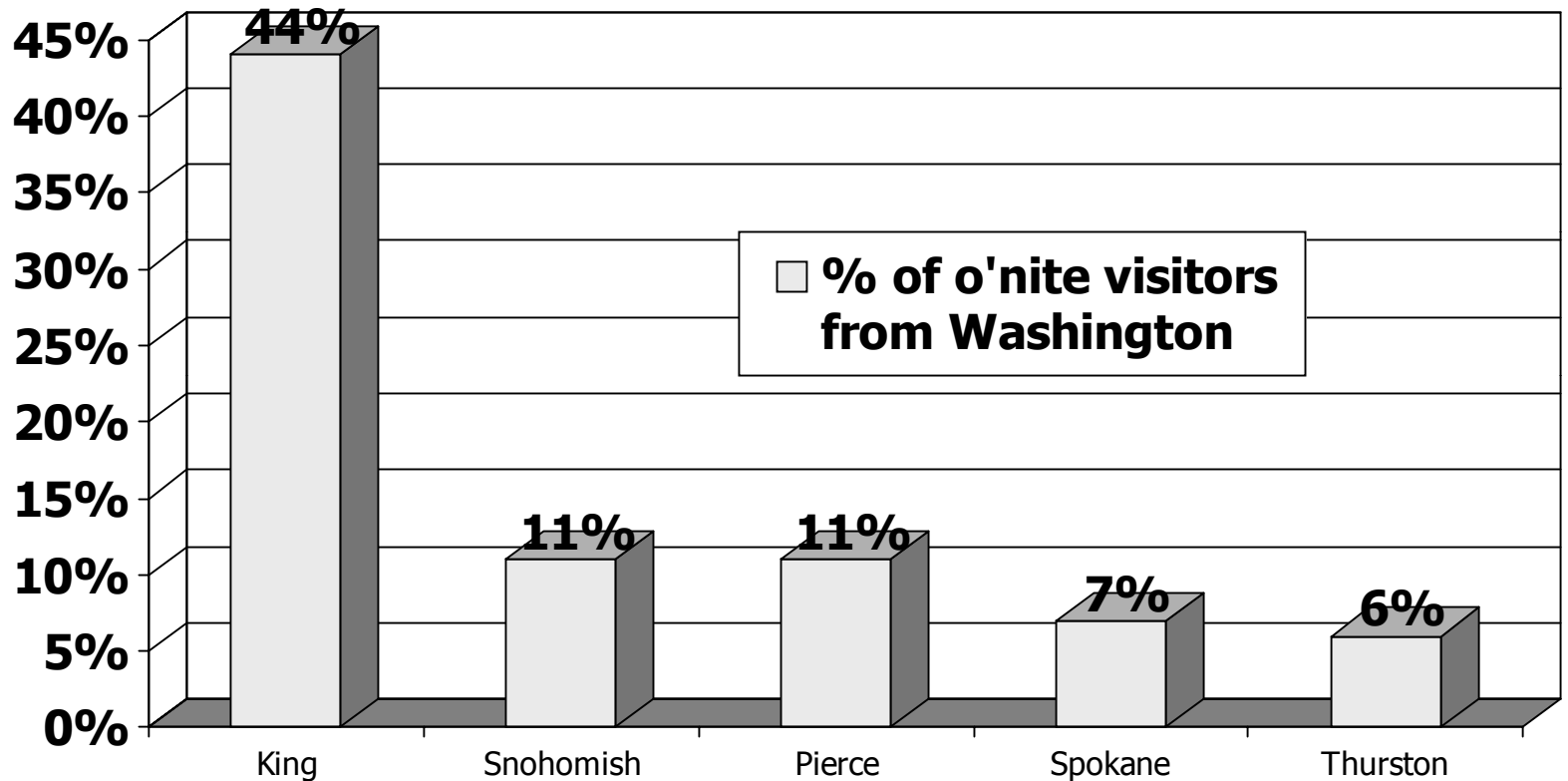
## Other activities engaged in by visitors to Wine Country whose primary purpose for coming was to “visit a winery”.



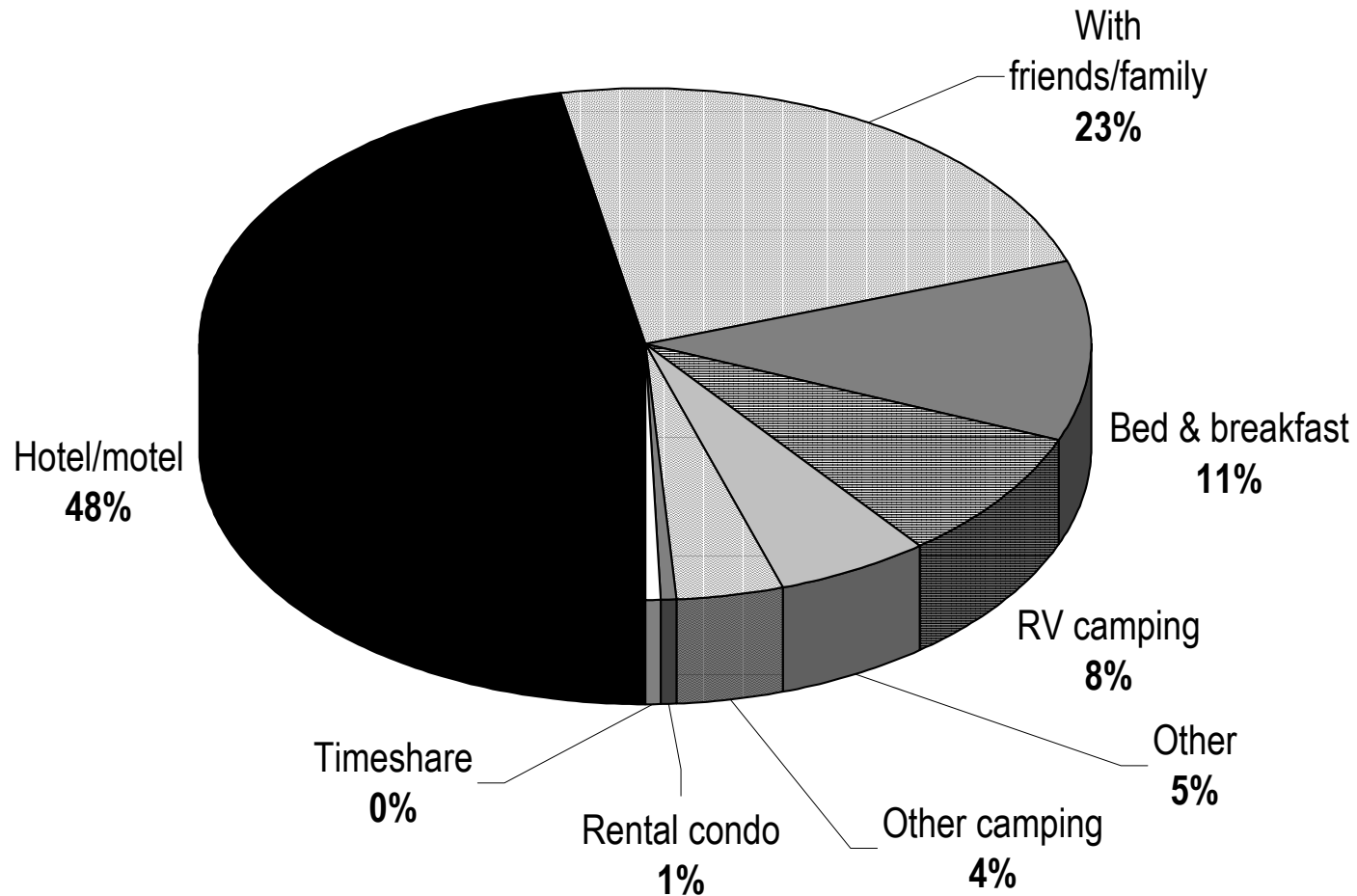
# Overnight Visitor Origin in Wine Country by Designated Market Area.



# Overnight Visitor Origin in Wine Country by Washington County.



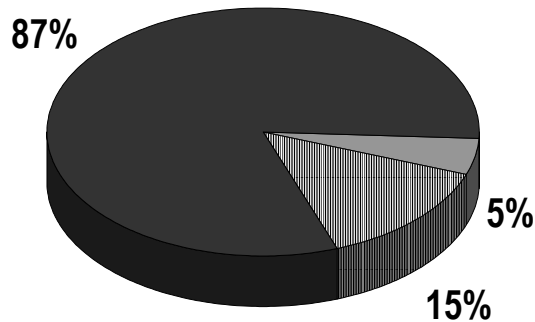
# Type of Accommodations



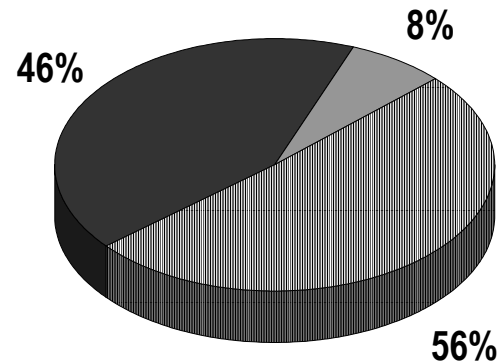
H otels, m otels, and B & B Inns account for 59% of all overnight stays in W ine C ountry.

# Overnight Visitors

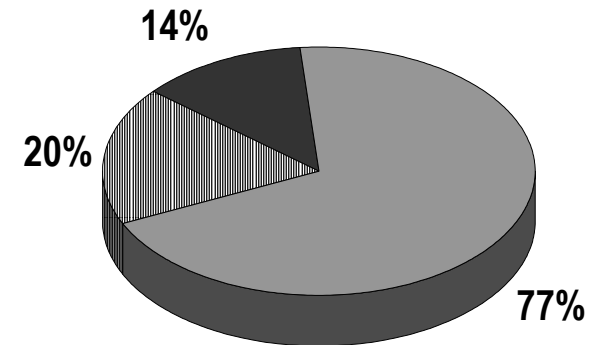
Yakima Survey Sites



Tri-Cities Survey Sites



Walla Walla Survey Sites

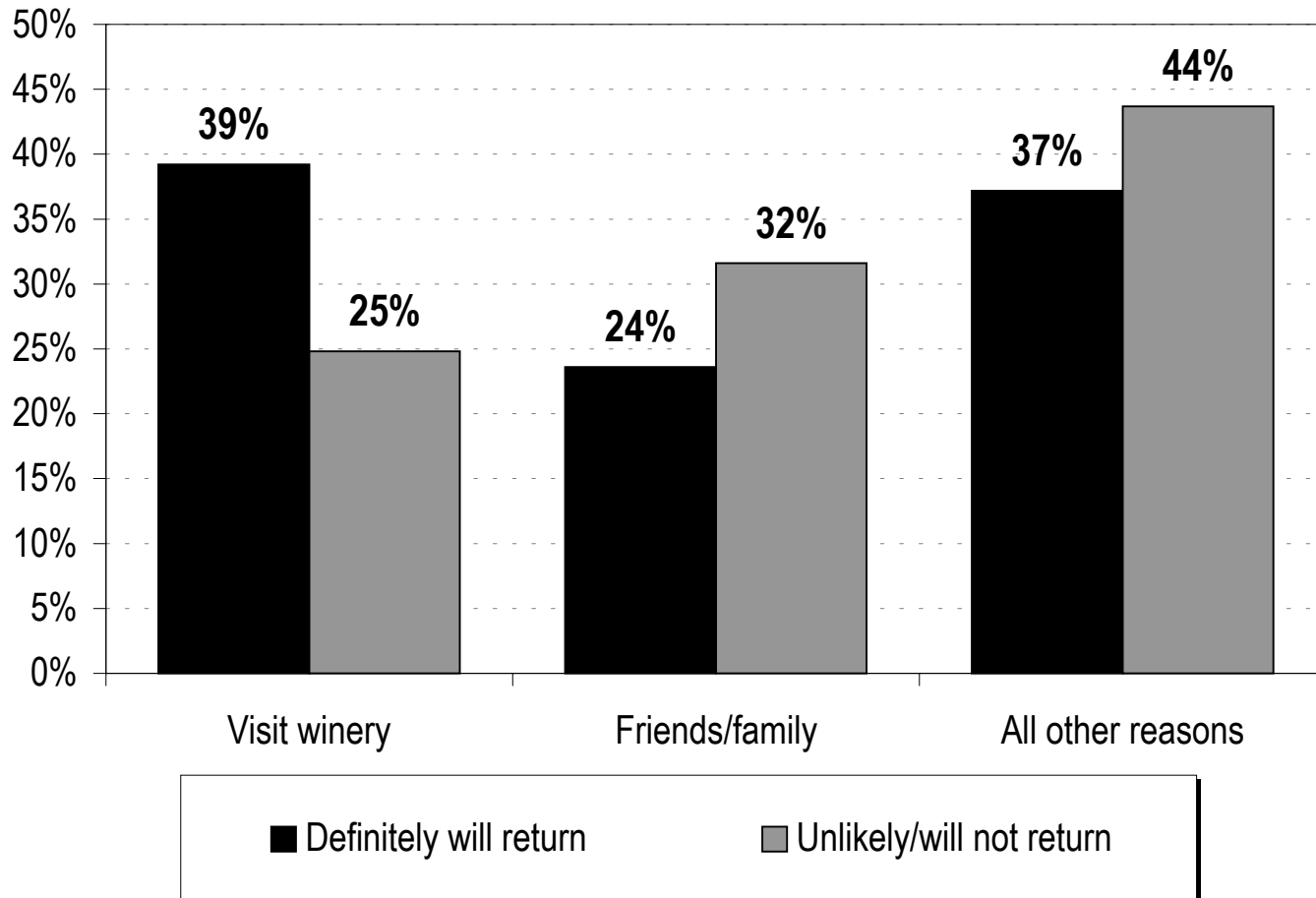


Will stay overnight in the Yakima Valley
  Will stay overnight in the Tri-Cities area
  Will stay overnight in the Walla Walla area

Yakima and Walla Walla keep more of their visitors overnight than does the Tri-Cities area.

Note: Pie charts add to greater than 100 percent due to respondents staying in more than one location per trip.

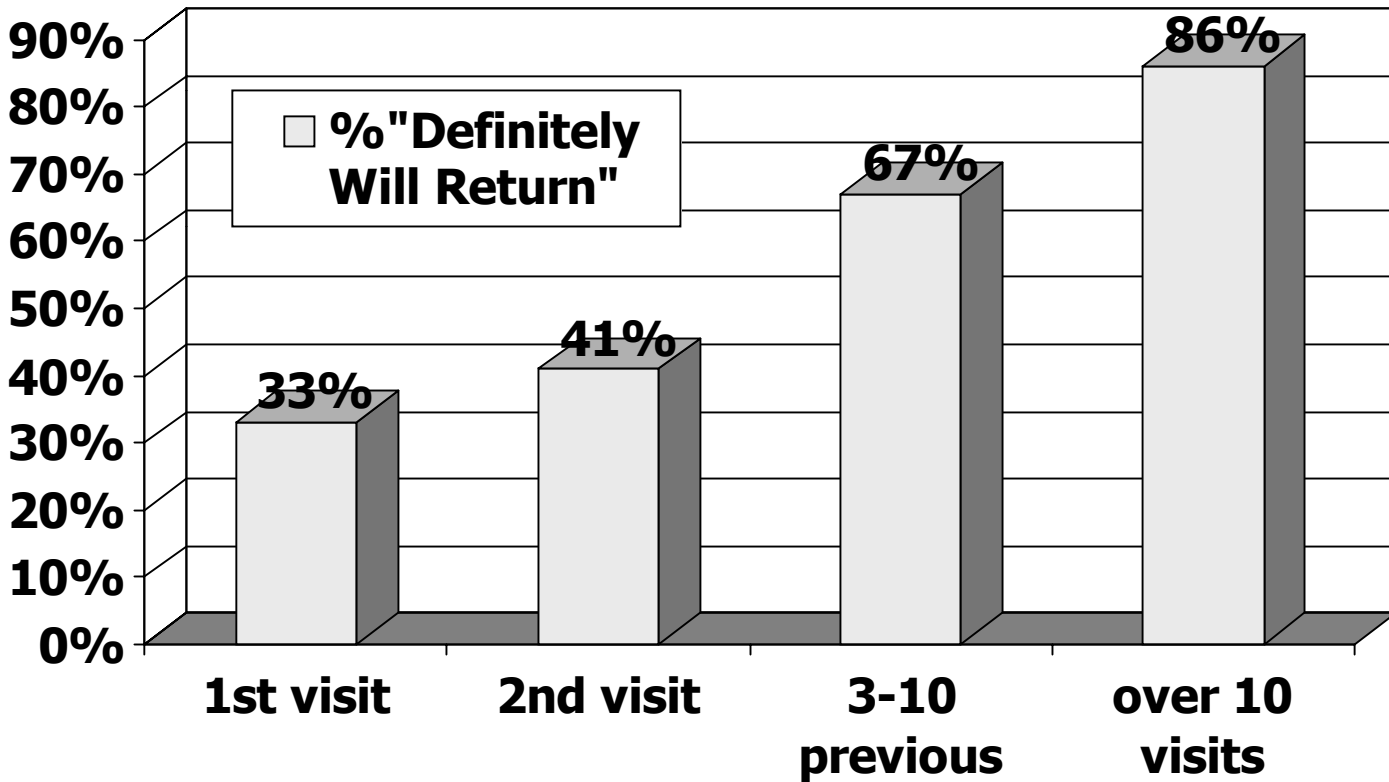
# Repeat Visitation by Primary Reason for Trip



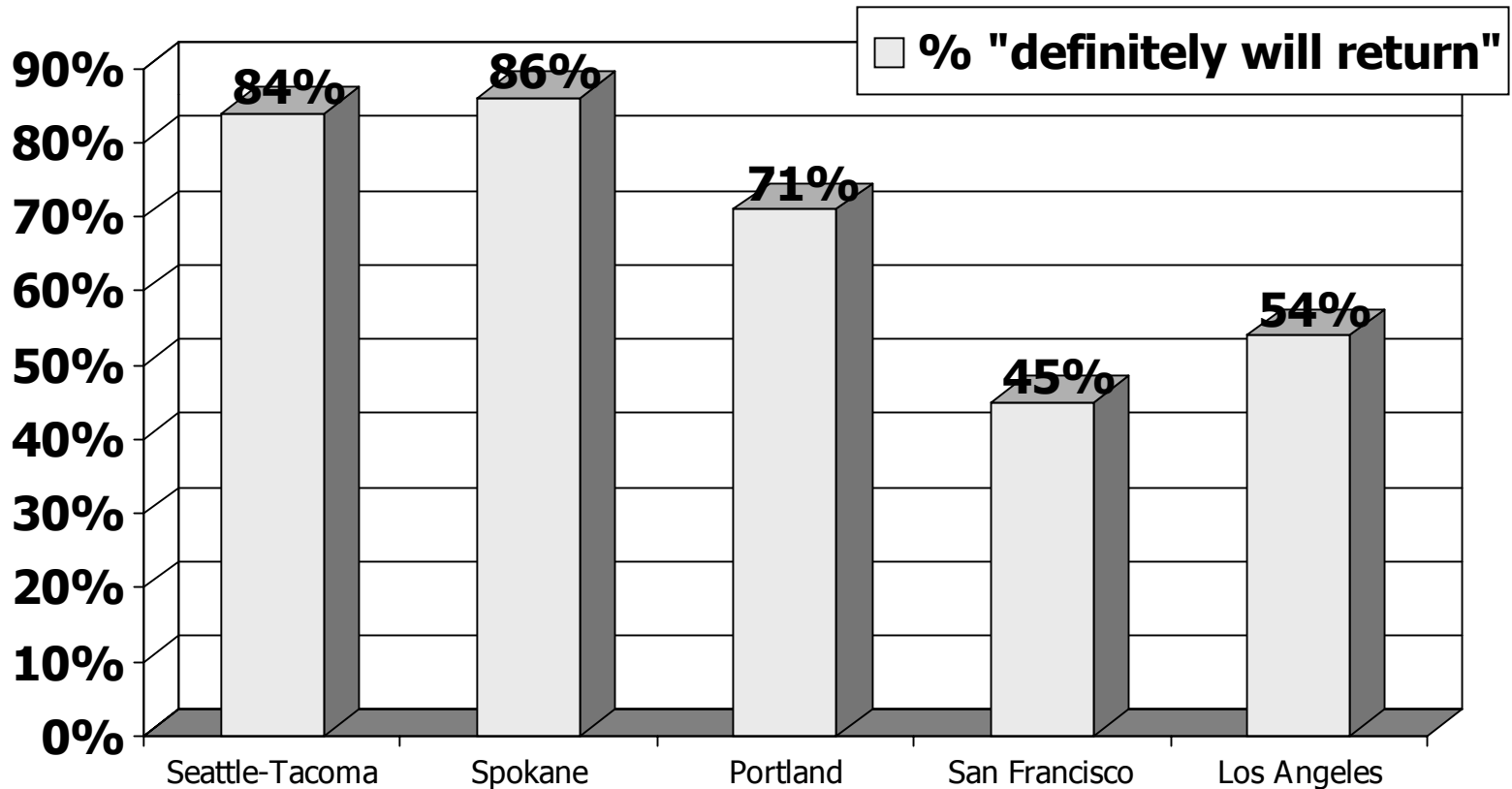
Winery visitors are *repeat* visitors!



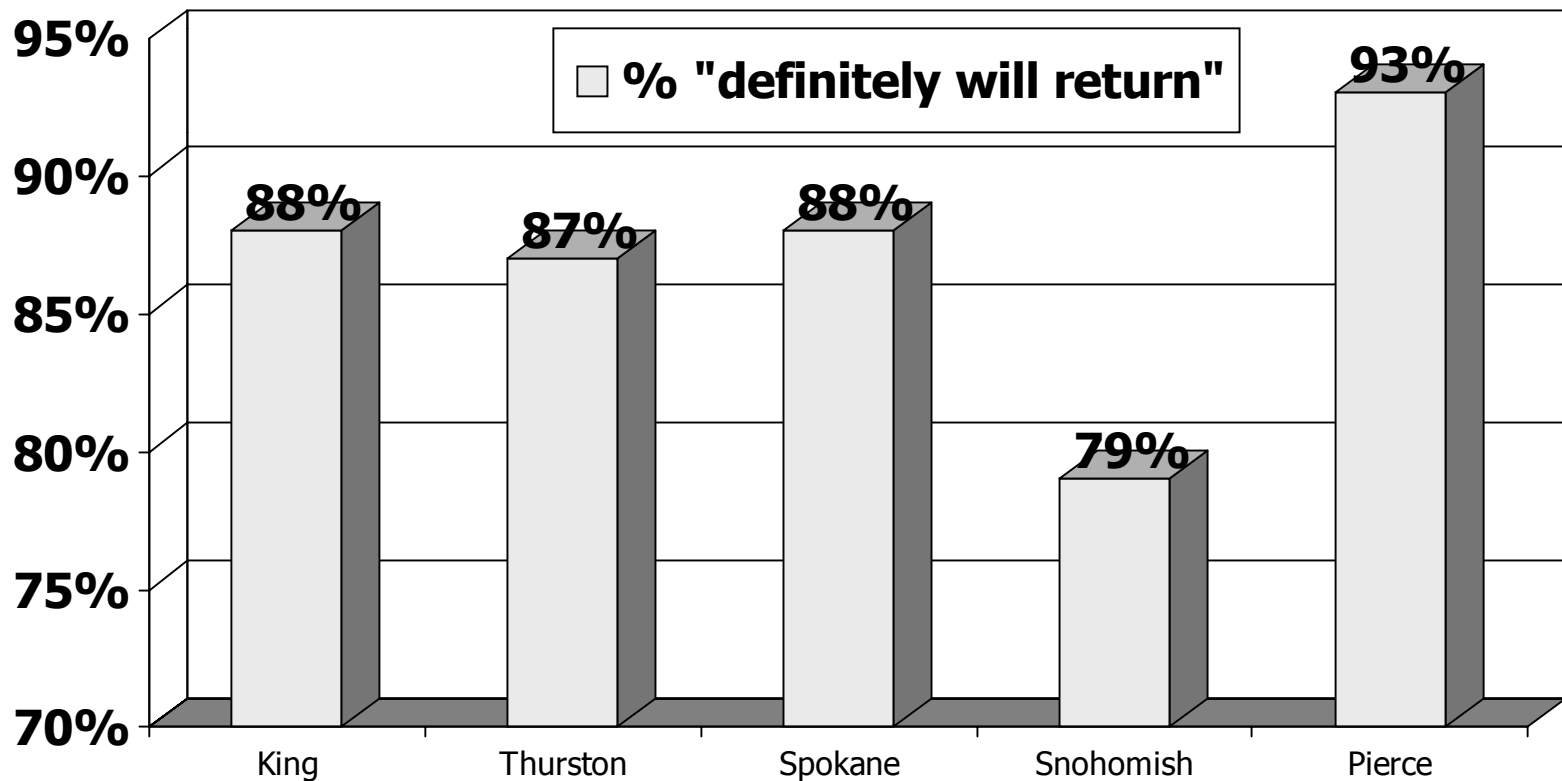
# Likelihood of Return by Number of Previous Visits in the Past Year.



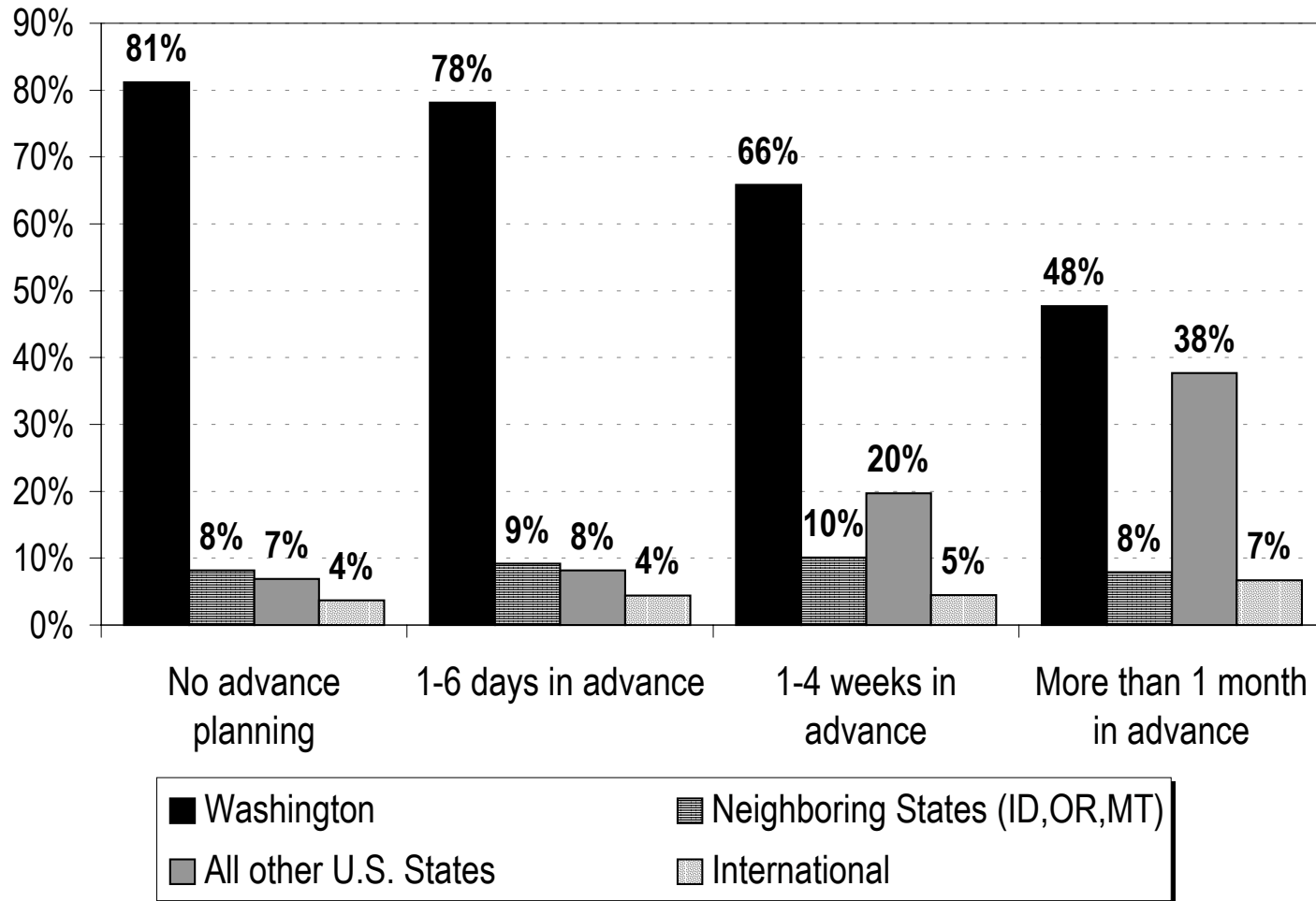
# Overnight Visitor *Intent to Return* by visitor origin (Designated Market Area).



# Overnight Visitor *Intent to Return* by visitor origin (Washington County)

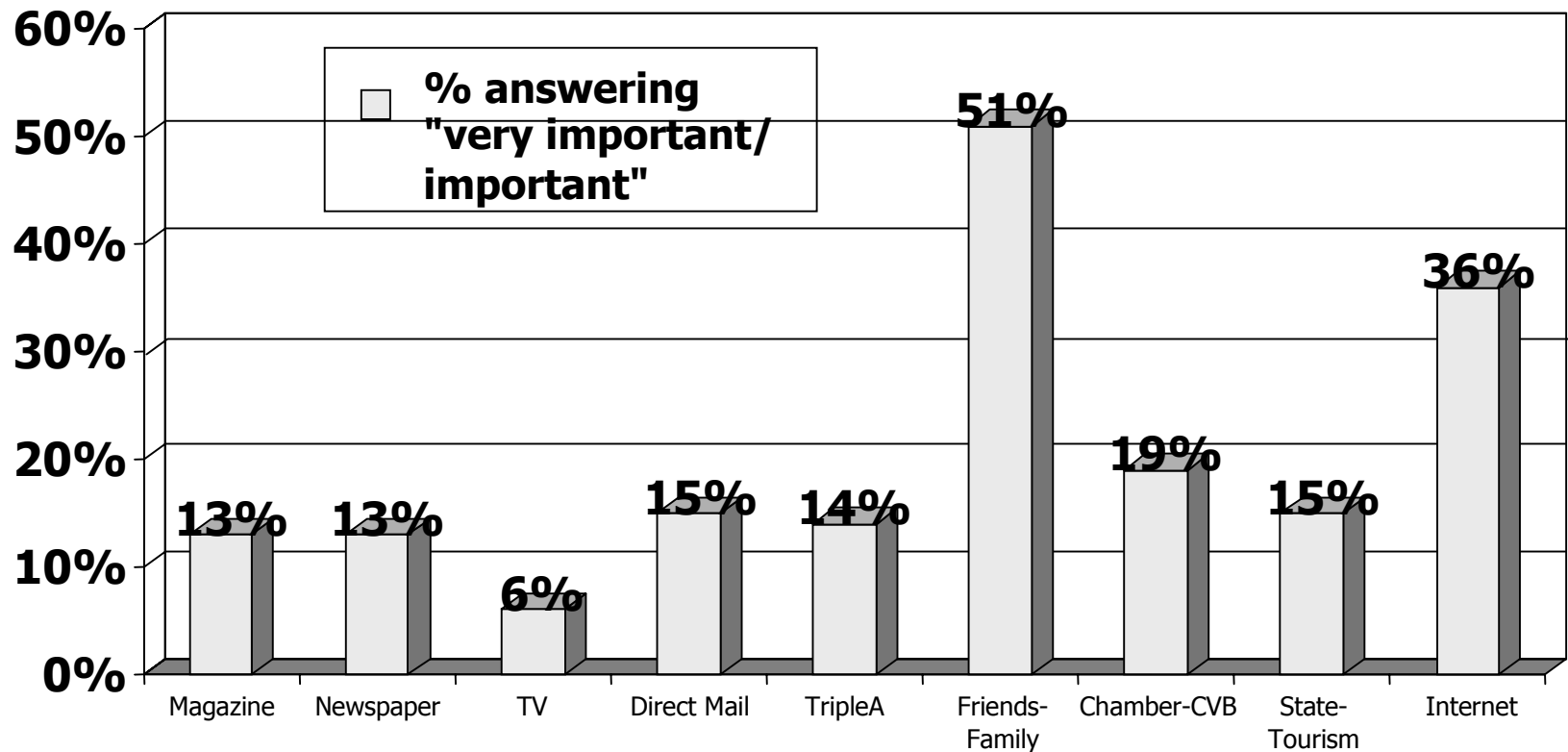


# Advance Trip Planning by Visitor Origin

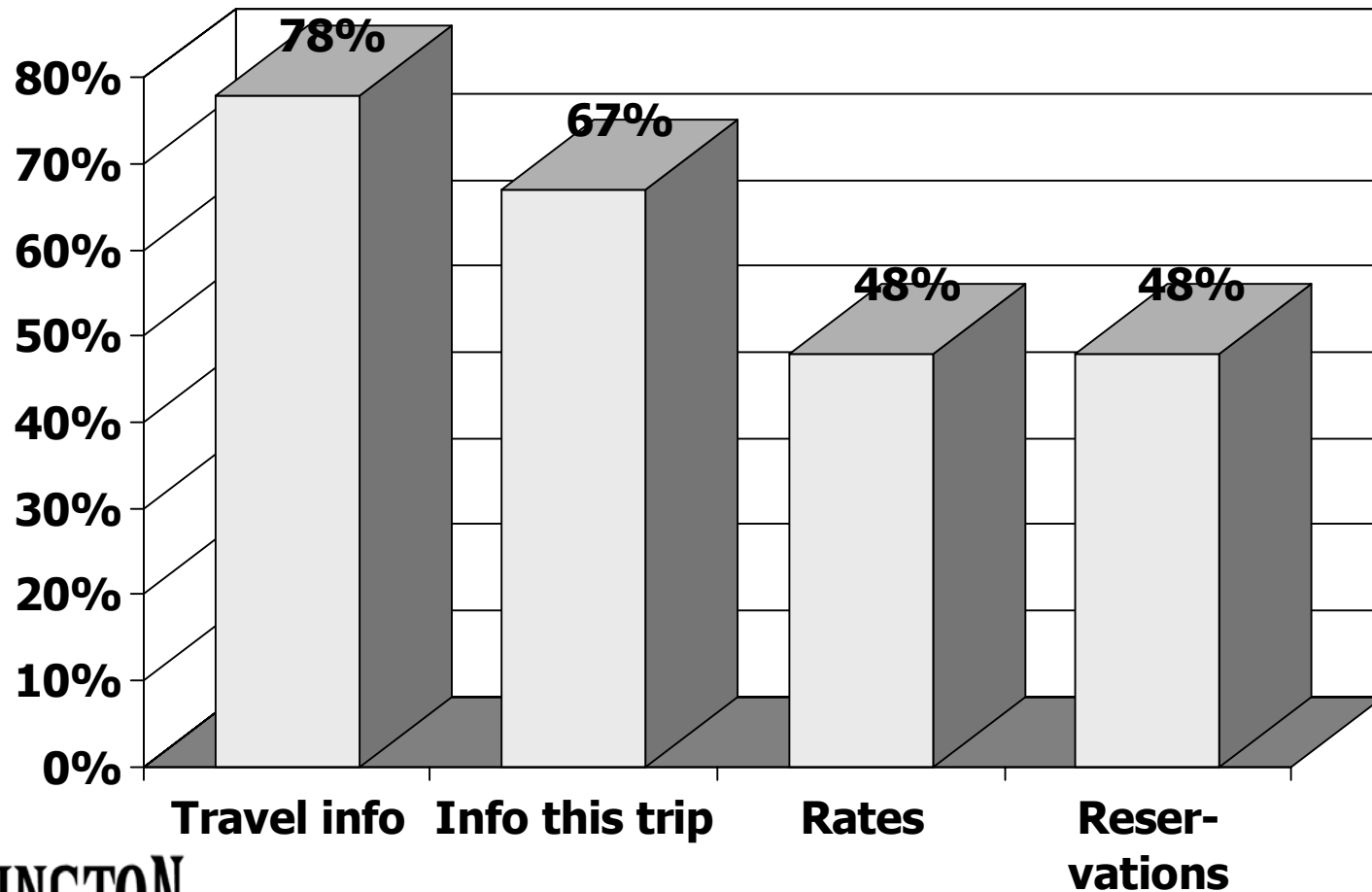


Washington residents take the least amount of time to plan their trips.

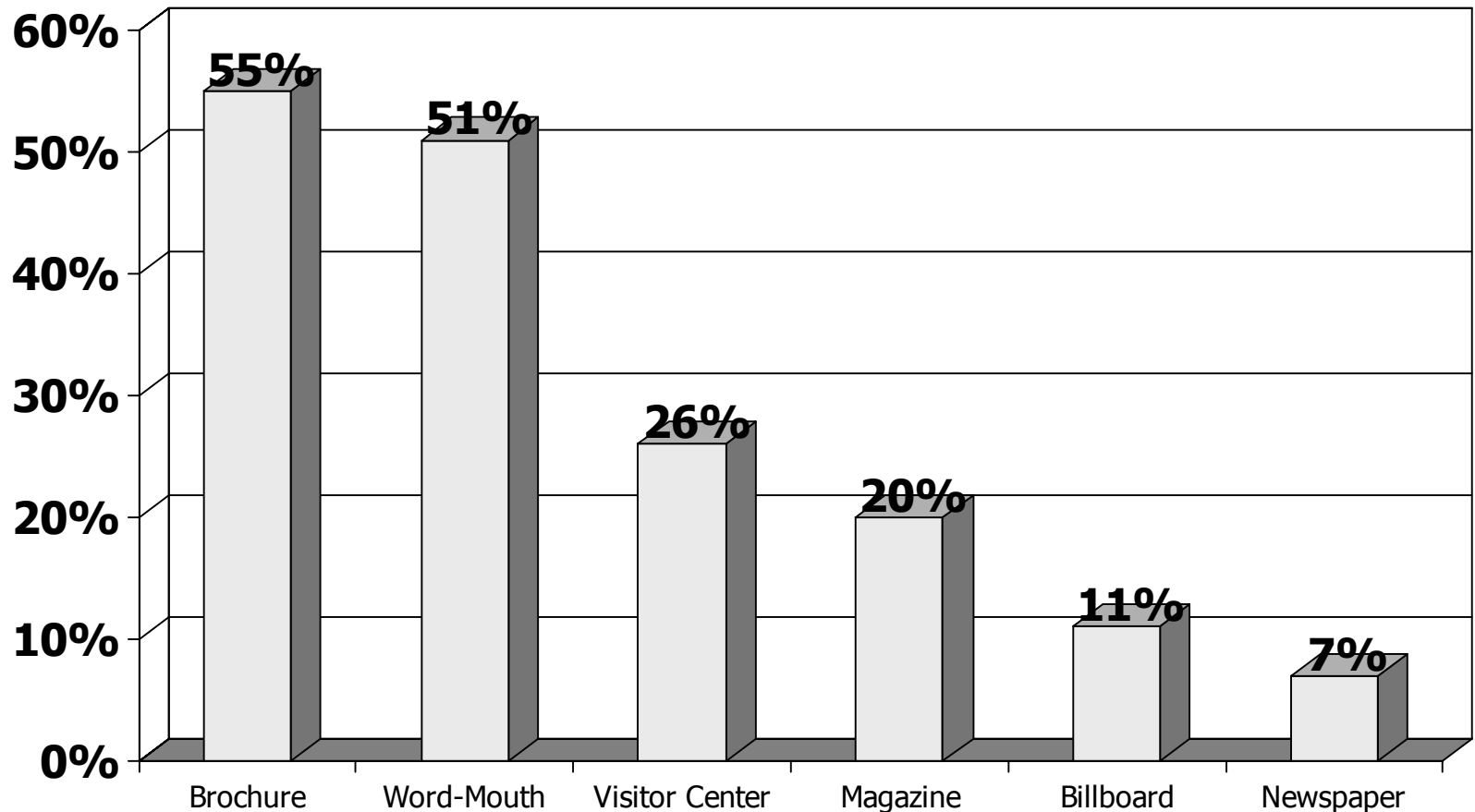
# Media influence on itinerary planning of overnight visitors To Wine Country



# Overnight Visitors In Wine Country Use the Internet for:



# Overnight Visitors in the Wine Country Placed a Higher Value on Available Brochures as Their “Best Source” of Local Information



# Itinerary Influence While Traveling in Wine Country.

- Percentage of visitors who altered an itinerary because of a brochure picked up along the way

yes = 63%

no = 26%





# Itinerary Influence While Traveling in Wine Country

- Amount of time itinerary changed because of brochure picked up in Wine Country

not much extra time = 51%

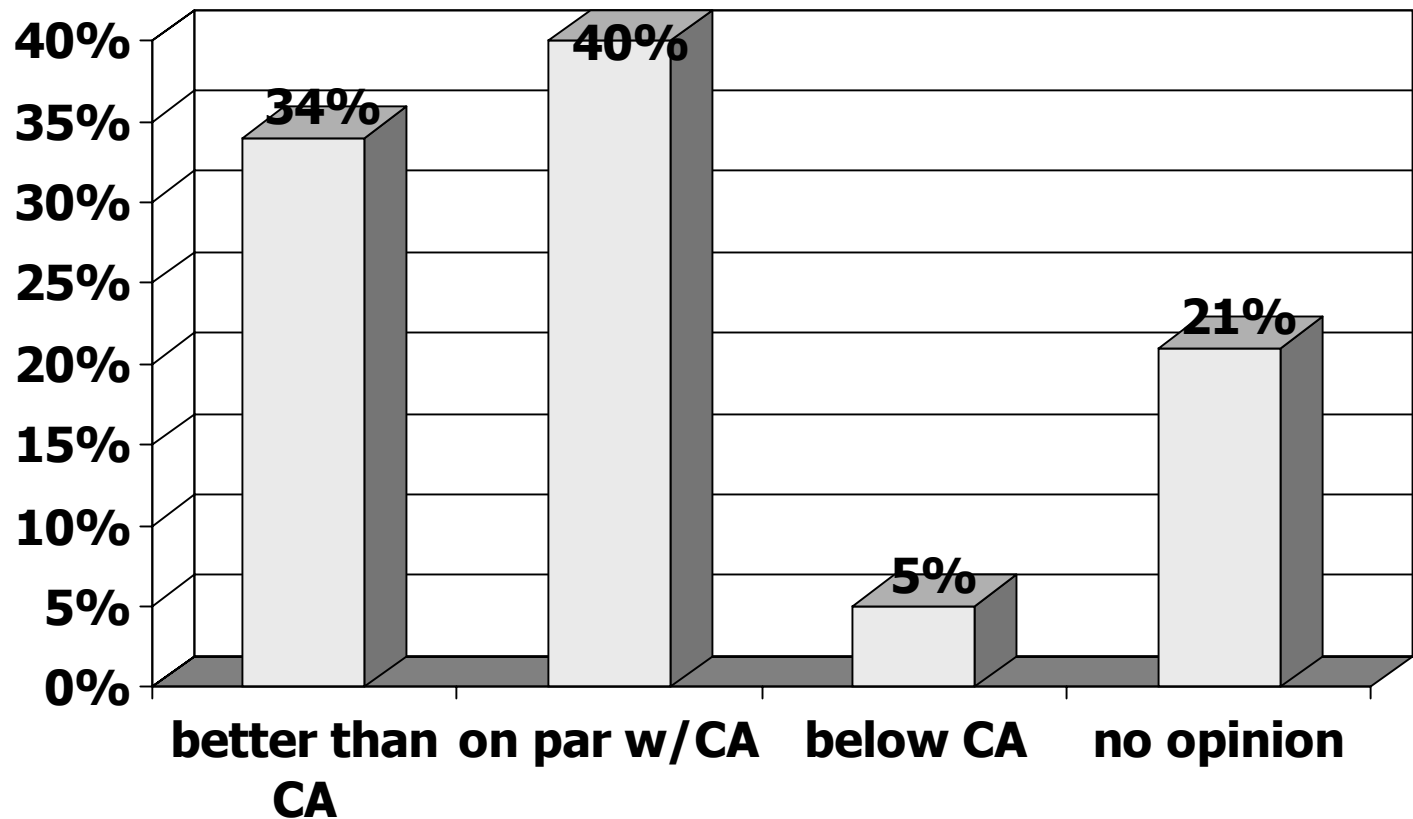
several hours = 34%

a full day = 15%

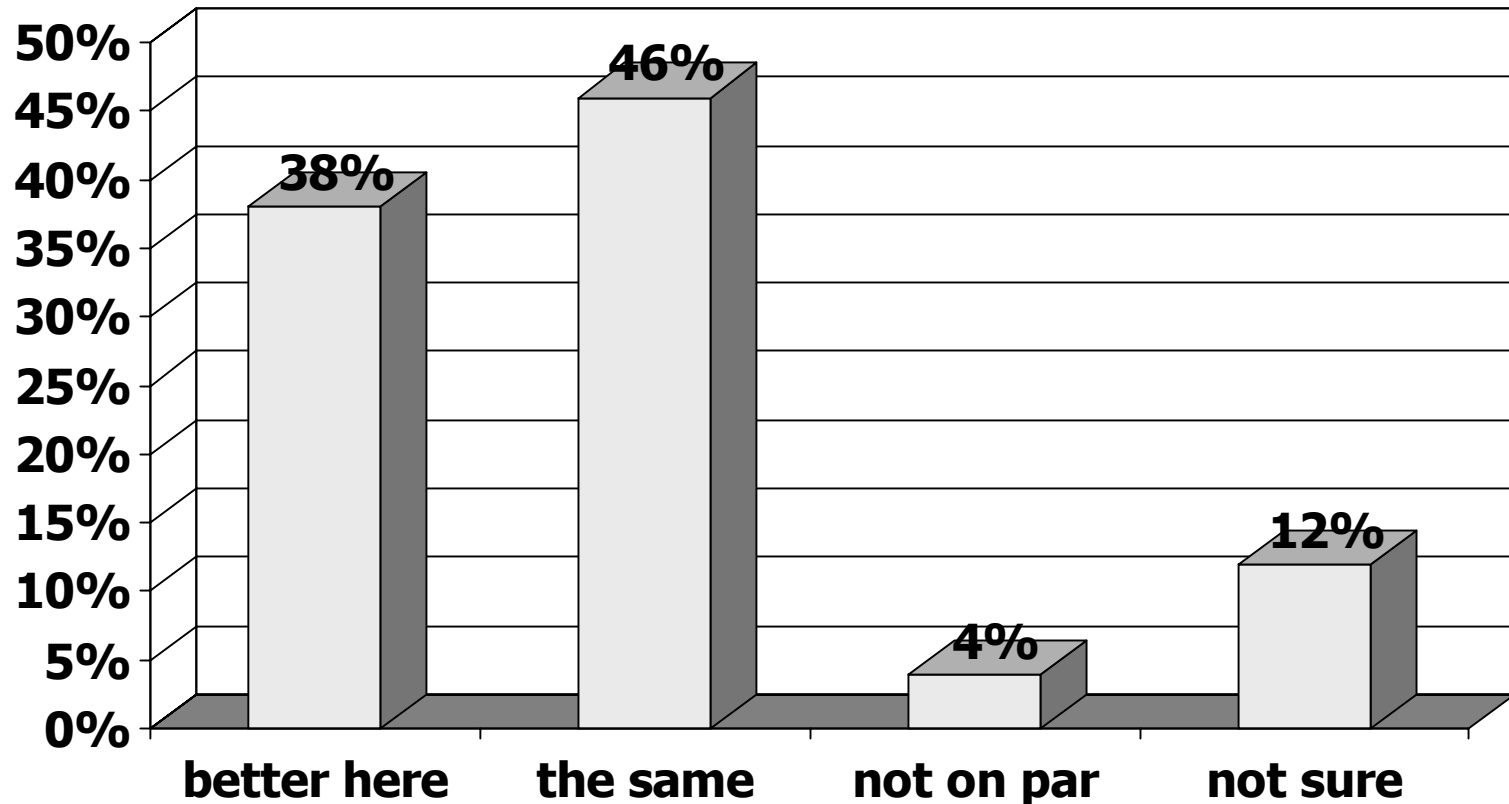
*Note: Brochures influence local travel but not for a significant length of time.*



# Visitors to the Wine Country Judged *Washington Wine Quality* Very Favorably in Comparison With California Wine Vintages.



# Visitors Also Judged their *Washington Wine Country Experience* Very Favorably Compared With Visits to Wineries in other States.



# Puget Sound Winery Data Summary

Note: Puget Sound data represents a single winery location only. Therefore this data cannot be used as a comparison with the data from Wine Country survey locations.

- Survey respondents were almost evenly split between men (53%) and women (47%)
- The greatest percentage of visitors were between the ages of 35-54



# **Puget Sound Winery Data Summary(cont'd)**

- The average visitor household income was \$98,288
- More than half (53%) were couples with no children or “empty nest”

# **Puget Sound Winery Data Summary(cont'd)**

- Nearly 10% of the sample were international visitors
- Of the international visitors, 15% were Canadians
- The average number of nights away from home was 5.5 nights.



# **Puget Sound Winery Data Summary(cont'd)**

- 32% of travelers interviewed were visiting friends or family as the primary trip purpose
- 27% of travelers indicated the visit to the winery was the primary trip purpose



# **Puget Sound Winery Data Summary(cont'd)**

- 3 out of 4 interviewed here had visited wineries in other states.
- Half were visiting a Washington winery for the first time.
- 1 out of 3 were making their first visit to the region.

